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To: Mr. J. P. Jeb Lee

Date: May 20, 1970

From: J. T. Montgomery

Subject: Results - Product Promotion Plan, March 23 - May 8, 1970

Listed below, by Sections, are results of the Product Promotion Plan for the period beginning March 23 and ending May 8, 1970:

Section 8 Total Retail Men - 26	Section Average	Actual Figures
No. Calls per day -	13.4	10,004
No. Benson & Hedges 100's 5-carton Units Placed Per Day -	6.4	4,711
No. Benson & Hedges 100's Order Book Placements Per Day -	3.1	2,089
No. Benson & Hedges 100's Displays Placed Per Day (other than B & B-1) -	4.4	3,244
No. Benson & Hedges 100's 2-pack Sales (Store Sale Days) -	66.9	8,707
No. Benson & Hedges 100's carton Sales (Store Sale Days) -	41.2	5,359
No. Multifilter 2-carton Sales Per Day -	7.5	5,622
No. Multifilter Order Book Placements Per Day -	2.7	1,555
No. Introductory Sales on Multifilter Per Day -	1.8	1,334
No. Introductory Sales on Multifilter Menthol Per Day -	2.5	1,906
No. Switch Sales Performed on 2-packs Per Day -	9.7	7,058
No. Switch Sales Performed on cartons Per Day -	1.1	777
No. Additional Facings Secured for Benson & Hedges 100's and Multifilter Per Day -	4.3	3,220

* Time lost due to illness of retail men - 26 days; personal business - 3 days; miscellaneous - 4 days.

Special coverages for B-1 and C displays and store sale days contributed to decreased call averages.

Section 9 Total Retail Men - 27	Section Average	Actual Figures
No. Calls per day -	17.2	(Not Supplied)
No. Benson & Hedges 100's 5-carton Units Placed Per Day -	5.6	
No. Benson & Hedges 100's Order Book Placements Per Day -	3.0	
No. Benson & Hedges 100's Displays Placed Per Day (other than B & B-1) -	7.2	

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Section 9 - continued	Section Average	Actual Figures
No. Benson & Hedges 100's 2-pack Sales (Store Sale Days) -	52.0	(Not Supplied)
No. Benson & Hedges 100's carton Sales (Store Sale Days) -	19.0	
No. Multifilter 2-carton Sales Per Day -	5.3	
No. Multifilter Order Book Placements Per Day -	1.4	
No. of Introductory Sales on Multifilter Per Day -	.75	
No. of Introductory Sales on Multifilter Menthol Per Day -	2.4	
No. Switch Sales Performed on 2-packs Per Day -	13.7	
No. Switch Sales Performed on cartons Per Day -	1.5	
No. Additional Facings Secured for Benson & Hedges 100's and Multifilter Per Day -	4.0	

Section 10 Total Retail Men - 30	Section Average	Actual Figures
No. Calls per day -	15.5	13,967
No. Benson & Hedges 100's 5-carton Units Placed Per Day -	4.8	4,363
No. Benson & Hedges 100's Order Book Placements Per Day -	2.9	2,620
No. Benson & Hedges 100's Displays Placed Per Day (other than B & B-1) -	5.5	5,009
No. Benson & Hedges 100's 2-pack Sales (Store Sale Days - 22 men) -	42.3	4,688
No. Benson & Hedges 100's carton Sales (Store Sale Days - 22 men) -	19.2	2,112
No. Multifilter 2-carton Sales Per Day -	6.6	5,942
No. Multifilter Order Book Placements Per Day -	2.1	1,893
No. Introductory Sales on Multifilter Per Day -	1.5	1,404
No. Introductory Sales on Multifilter Menthol Per Day -	2.0	1,816
No. Switch Sales Performed on 2-packs Per Day -	12.0	10,842
No. Switch Sales Performed on cartons Per Day -	1.3	1,171
No. Additional Facings Secured for Benson & Hedges 100's and Multifilter Per Day -	4.0	3,604

Attached are copies of recaps covering the efforts of Area Managers—Chain Sales and Area Managers—Distributor Sales during the management account coverage as pertain to the Product Promotion Plan. These are by Section, also.

J. T. Montgomery

JTM:gsj

Enclosures

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